

"TOP-LINE"
(Hand-Tab)

PURCHASE INTENT

	NORTHWIND	
	Test Marketed Ad/Merit Product	Test Marketed Ad/Test Marketed Product
N =	326	234
	%	%
<u>Positive Intent</u>	50	49
Definitely buy them	22	19
Probably buy them	28	30
Might or might not buy them	23	17
<u>Negative Intent</u>	27	34
Probably not buy them	13	10
Definitely not buy them	14	24
Don't Know	*	*
Average	3.3	3.1

* Less than 0.5%.

QUESTION: Now that you've tried them, how likely would you be to buy Northwind cigarettes if they were available in the stores where you shop?
Would you. . . (READ LIST)?

TABLE 1

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